

## Impoliteness Strategies in Donald Trump's Social Media Rhetoric on Hillary Clinton and Kamala Harris

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This qualitative study analyzes the social media rhetoric of Donald Trump during the 2024 U.S. presidential campaign against Kamala Harris, focusing specifically on Trump's tweets about Harris. The study employs the impoliteness strategy as the framework to examine how Trump utilizes rhetorical techniques to attack his opponent. A particular emphasis is placed on the use of false identity markers, with a focus on how Trump targets Harris's identity as a person of color (POC) and questions her intellectual capabilities. The findings reveal that Trump strategically attacks Harris's racial background and intellectual competence in a bid to undermine her credibility and appeal. The research contributes to the broader understanding of how impoliteness strategies are used in political discourse, especially on social media, and highlights the role of identity-based attacks in shaping electoral narratives.